



WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

American Rambler Production
138 Conant Street
Beverly, MA 01915

Contract # 197729

Schedule Dates 10/03/12-10/09/12
Advertiser RNC-Romney (16030)
Agency American Rambler Production (5128)
Product Political-Political (1088)
Brand Romney for President (67445)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name /
Phone/Fax /
CPE Romney/US President/483 10/3-10/9
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments

Date Entered 10/02/12
Last Modified 10/05/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$47,148.75
Net Total \$267,176.25
Sales Tax

WJLA Arlington (WJLA)
By Broadcast Month
Oct. 2012
Grand Total:
Spots 116
Rate \$314,325.00
\$314,325.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/03/12-10/03/12	4	:30	9P- ABC-ABC NEWS				1					1	\$4,500.00	\$4,500.00	WJLA Arlington (WJLA)		10/2/12
2.0	Normal Line / SPOT	10/03/12-10/05/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A				1	1	1			3	\$1,400.00	\$4,200.00	WJLA Arlington (WJLA)		10/2/12
3.0	Normal Line / SPOT	10/03/12-10/05/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA				2	2	2			6	\$1,600.00	\$9,600.00	WJLA Arlington (WJLA)		10/2/12
4.0	Normal Line / SPOT	10/03/12-10/05/12	3	:30	9A- LIVE!				1	1	1			3	\$1,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/2/12
5.0	Normal Line / SPOT	10/03/12-10/05/12	4	:30	10A- RACHAEL RAY				1	1	1			3	\$400.00	\$1,200.00	WJLA Arlington (WJLA)		10/2/12
6.0	Normal Line / SPOT	10/03/12-10/05/12	3	:30	10:58A- ABC-THE VIEW				1	1	1			3	\$2,500.00	\$7,500.00	WJLA Arlington (WJLA)		10/2/12
7.0	Normal Line / SPOT	10/03/12-10/05/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON				1	1	1			3	\$1,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/2/12
8.0	Normal Line / SPOT	10/03/12-10/05/12	3	:30	12:57P- ABC-THE CHEW				1	1	1			3	\$1,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/2/12
9.0	Normal Line / SPOT	10/03/12-10/05/12	4	:30	2P- ABC-GENERAL HOSPITAL				1	1	1			3	\$1,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/2/12
10.0	Normal Line / SPOT	10/03/12-10/05/12	4	:30	3:58P- KATIE COURIC				1	1	1			3	\$1,200.00	\$3,600.00	WJLA Arlington (WJLA)		10/2/12
11.0	Normal Line / SPOT	10/03/12-10/05/12	3	:30	3:01P- ANDERSON COOPER SHOW				1	1	1			3	\$1,600.00	\$4,800.00	WJLA Arlington (WJLA)		10/2/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted Station:

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Comments:

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23.0	Normal Line / SPOT	10/06/12-10/06/12	4	:30	12P-NEWS-SATURDAY ABC 7 NEWS @ 12N							2		2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		10/2/12
24.0	Normal Line / COLLEGE FOOTBALL	10/06/12-10/06/12	4	:30	3:25P-SPORTS-ABC COLLEGE FOOTBALL							1		1	\$2,500.00	\$2,500.00	WJLA Arlington (WJLA)		10/2/12
25.0	Normal Line / COLLEGE FOOTBALL	10/06/12-10/06/12	4	:30	7:57P-SPORTS-ABC SATURDAY NIGHT FOOTBALL SHOWCASE							1		1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		10/2/12
26.0	Normal Line / SPOT	10/06/12-10/06/12	4	:30	11:30P-NEWS-ABC 7 NEWS @ 11P							1		1	\$500.00	\$500.00	WJLA Arlington (WJLA)		10/2/12
27.0	Normal Line / SPOT	10/07/12-10/07/12	3	:30	7:58A-ABC-GOOD MORNING AMERICA SUN							2		2	\$600.00	\$1,200.00	WJLA Arlington (WJLA)		10/2/12
28.0	Normal Line / SPOT	10/07/12-10/07/12	4	:30	9A-INSIDE WASHINGTON							2		2	\$600.00	\$1,200.00	WJLA Arlington (WJLA)		10/2/12
29.0	Normal Line / SPOT	10/07/12-10/07/12	4	:30	9:57A-ABC-THIS WEEK							1		1	\$14,000.00	\$14,000.00	WJLA Arlington (WJLA)		10/2/12
30.0	Normal Line / SPOT	10/07/12-10/07/12	4	:30	6:30P-NEWS-ABC 7 NEWS @ 630P							2		2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		10/2/12
31.0	Normal Line / SPOT	10/07/12-10/07/12	4	:30	9P-ABC-REVENGE							1		1	\$9,000.00	\$9,000.00	WJLA Arlington (WJLA)		10/2/12
32.0	Normal Line / SPOT	10/04/12-10/04/12	3	:30	10:02P-ABC-SCANDAL							1		1	\$15,000.00	\$15,000.00	WJLA Arlington (WJLA)		10/2/12

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WJLA Arlington (WJLA)
By Broadcast Month Spots Rate

Oct. 2012 116 \$314,325.00

Grand Total: 116 \$314,325.00

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33.0	Normal Line / SPOT	10/09/12-10/09/12	4	:30	9P-ABC-DANCING WITH THE STARS RESULTS	1		1						1	\$8,500.00	\$8,500.00	WJLA Arlington (WJLA)		10/2/12
34.0	Normal Line / SPOT	10/09/12-10/09/12	4	:30	10P-ABC-PRIVATE PRACTICE	1		1						1	\$7,000.00	\$7,000.00	WJLA Arlington (WJLA)		10/2/12
35.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	6A-NEWS-GOOD MORNING WASHINGTON @6A	1	1							2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		10/2/12
36.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	6:59A-ABC-GOOD MORNING AMERICA	2	2							4	\$1,600.00	\$6,400.00	WJLA Arlington (WJLA)		10/2/12
37.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	9A- LIVE!	1	1							2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		10/2/12
38.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	10A- RACHAEL RAY	1	1							2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		10/2/12
39.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	10:58A-ABC-THE VIEW	1	1							2	\$2,500.00	\$5,000.00	WJLA Arlington (WJLA)		10/2/12
40.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON	1	1							2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		10/2/12
41.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	12:57P-ABC-THE CHEW	1	1							2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		10/2/12
42.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	2P-ABC-GENERAL HOSPITAL	1	1							2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		10/2/12
43.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	3:01P- ANDERSON COOPER SHOW	1	1							2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		10/2/12

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44.0	Normal Line / SPOT	10/08/12-10/09/12	4	:30	5:58P- KATIE COURIC	1	1	1						2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		10/2/12
45.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P	1	1	1						2	\$2,000.00	\$4,000.00	WJLA Arlington (WJLA)		10/2/12
46.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P	1	1	1						2	\$3,200.00	\$6,400.00	WJLA Arlington (WJLA)		10/2/12
47.0	Normal Line / SPOT	10/09/12-10/09/12	3	:30	6:58P- ABC 7 NEWS SPECIAL	1	1							1	\$4,500.00	\$4,500.00	WJLA Arlington (WJLA)		10/2/12
48.0	Normal Line / SPOT	10/09/12-10/09/12	3	:30	7:27P- JEOPARDY	1	1							1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		10/2/12
49.0	Normal Line / SPOT	10/08/12-10/08/12	3	:30	7:27P- JEOPARDY	1	1							1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		10/2/12
50.0	Normal Line / SPOT	10/08/12-10/08/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P	1	1							1	\$3,600.00	\$3,600.00	WJLA Arlington (WJLA)		10/2/12
51.0	Normal Line / SPOT	10/09/12-10/09/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P	1	1							1	\$3,600.00	\$3,600.00	WJLA Arlington (WJLA)		10/2/12
52.0	Normal Line / SPOT	10/08/12-10/08/12	3	:30	11:35P- ABC-ABC NIGHTLINE	1	1							1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		10/2/12
53.0	Normal Line / SPOT	10/09/12-10/09/12	3	:30	11:35P- ABC-ABC NIGHTLINE	1	1							1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		10/2/12

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54.0	Normal Line / SPOT	10/06/12-10/06/12	3	:30	7P- WHEEL OF FORTUNE WEEKEND							1		1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		10/2/12
55.0	Normal Line / SPOT	10/06/12-10/06/12	3	:30	7:29P- JEOPARDY WEEKEND							1		1	\$1,500.00	\$1,500.00	WJLA Arlington (WJLA)		10/2/12
56.0	Normal Line / SPOT	10/07/12-10/07/12	3	:30	6P- ABC-ABC WORLD NEWS TONIGHT							1		1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)		10/2/12
57.0	Normal Line / SPOT	10/06/12-10/06/12	3	:30	6:58A- ABC-GOOD MORNING AMERICA SAT							2		2	\$600.00	\$1,200.00	WJLA Arlington (WJLA)		10/2/12
58.0	Normal Line / SPOT	10/08/12-10/08/12	3	:30	6:58P- WHEEL OF FORTUNE		1							1	\$4,500.00	\$4,500.00	WJLA Arlington (WJLA)		10/2/12
59.0	Normal Line / SPOT	10/06/12-10/06/12	4	:30	12:35A- CASTLE							1		1	\$225.00	\$225.00	WJLA Arlington (WJLA)		10/2/12
60.0	Normal Line / SPOT	10/07/12-10/07/12	3	:30	8P- ABC-ONCE UPON A TIME							1		1	\$15,000.00	\$15,000.00	WJLA Arlington (WJLA)		10/2/12
61.0	Normal Line / SPOT	10/04/12-10/04/12	3	:30	9P- ABC-GREY'S ANATOMY							1		1	\$20,000.00	\$20,000.00	WJLA Arlington (WJLA)		10/2/12
62.0	Normal Line / SPOT	10/08/12-10/08/12	3	:30	10:01P- ABC-CASTLE		1							1	\$10,000.00	\$10,000.00	WJLA Arlington (WJLA)		10/2/12
63.0	Normal Line / SPOT	10/08/12-10/08/12	3	:30	7:57P- ABC-DANCING WITH THE STARS		1							1	\$15,000.00	\$15,000.00	WJLA Arlington (WJLA)		10/2/12

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Spots

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By Broadcast Month

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Oct. 2012

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64.0	Normal Line / COLLEGE FOOTBALL	10/06/12-10/06/12	4	:30	7:57P- SPORTS-ABC SATURDAY NIGHT FOOTBALL SHOWCASE							2		1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		10/5/12
64.0.1	Preempt	10/06/12															WJLA Arlington (WJLA)	No Avail/Exception -	

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TvSCAN

Stephanie Kincaid - 10/2/12 12:10 PM

Broadcast Order/Confirmation

Washington DC (HAGRSTWN)(B&C) - CNOCJL Nielsen

Buyer Stephanie Kincaid
Client RNC-Romney

Order Number 483
Campaign Oct 3-9 RNC/Romney
Flight Flight 1 10/03/12-10/09/12

Station WJLA
Address

Agency American Rambler Productio
Address

WJLA-ABC

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
GOOD-WASH 600A Mo-Tu 6:00a- 7:00a	1400 \$500	Oct08-Oct09	:30	2	✓	✓	--	--	--	--	--
GOOD-WASH 600A We-Fr 6:00a- 7:00a	1400 \$500	Oct03-Oct05	:30	3	--	--	✓	✓	✓	--	--
GD MRN AMR-ABC Mo-Tu 7:00a- 9:00a	1600 \$700	Oct08-Oct09	:30	4	2	2	--	--	--	--	--
GD MRN AMR-ABC We-Fr 7:00a- 9:00a	1600 \$700	Oct03-Oct05	:30	6	--	--	2	2	2	--	--
REGIS&KELLY Mo-Tu 9:00a-10:00a	3 \$1,000 ✓	Oct08-Oct09	:30	2	✓	✓	--	--	--	--	--
REGIS&KELLY We-Fr 9:00a-10:00a	3 \$1,000 ✓	Oct03-Oct05	:30	3	--	--	✓	✓	✓	--	--
RACHAEL RAY We-Fr 10:00a-11:00a	\$400 ✓	Oct03-Oct05	:30	3	--	--	✓	✓	✓	--	--
RACHAEL RAY Mo-Tu 10:00a-11:00a	\$400 ✓	Oct08-Oct09	:30	2	✓	✓	--	--	--	--	--
VIEW-ABC We-Fr 11:00a-12:00p	3 \$2,500 ✓	Oct03-Oct05	:30	3	--	--	✓	✓	✓	--	--
VIEW-ABC Mo-Tu 11:00a-12:00p	3 \$2,500 ✓	Oct08-Oct09	:30	2	✓	✓	--	--	--	--	--
ABC7 NWS AT 12 We-Fr 12:00p-12:30p	3 \$1,000 ✓	Oct03-Oct05	:30	3	--	--	✓	✓	✓	--	--
ABC7 NWS AT 12 Mo-Tu 12:00p-12:30p	3 \$1,000 ✓	Oct08-Oct09	:30	2	✓	✓	--	--	--	--	--
THE CHEW Mo-Tu 1:00p- 2:00p	3 \$1,000 ✓	Oct08-Oct09	:30	2	✓	✓	--	--	--	--	--
THE CHEW We-Fr 1:00p- 2:00p	3 \$1,000 ✓	Oct03-Oct05	:30	3	--	--	✓	✓	✓	--	--

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TAPSCAN
Software Suite

TvSCAN

Stephanie Kincaid - 10/2/12 12:10 PM

Broadcast Order/Confirmation

Washington DC (HAGRSTWN)(B&C) - CNOCJL Nielsen

WJLA-ABC

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
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GENERAL HOSPITAL

Mo-Tu 2:00p-3:00p	\$1,000	✓ Oct08-Oct09	:30	2	✓	✓					
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GENERAL HOSPITAL

We-Fr 2:00p-3:00p	\$1,000	✓ Oct03-Oct05	:30	3			✓	✓	✓		
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ANDERSON LIVE

We-Fr 3:00p-4:00p	1600 \$800	Oct03-Oct05	:30	3			✓	✓	✓		
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ANDERSON LIVE

Mo-Tu 3:00p-4:00p	1600 \$800	Oct08-Oct09	:30	2	✓	✓					
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KATIE

Mo-Tu 4:00p-5:00p	\$1,200	✓ Oct08-Oct09	:30	2	✓	✓					
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KATIE

We-Fr 4:00p-5:00p	\$1,200	✓ Oct03-Oct05	:30	3			✓	✓	✓		
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ABC7 NWS AT 5

Mo-Tu 5:00p-6:00p	3 \$2,000	✓ Oct08-Oct09	:30	2	✓	✓					
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ABC7 NWS AT 5

We-Fr 5:00p-6:00p	3 \$2,000	✓ Oct03-Oct05	:30	3			✓	✓	✓		
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ABC7 NWS AT 6

We-Fr 6:00p-6:30p	3200 \$1,600	Oct03-Oct05	:30	3			✓	✓	✓		
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ABC7 NWS AT 6

Mo-Tu 6:00p-6:30p	3200 \$1,600	Oct08-Oct09	:30	2	✓	✓					
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WHEEL-FORTNE

Mo-Tu 7:00p-7:30p	4500 \$2,200	Oct08-Oct09	:30	2	✓	✓					
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WHEEL-FORTNE

We-Fr 7:00p-7:30p	4500 \$2,200	Oct03-Oct05	:30	3			✓	✓	✓		
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JEOPARDY

We-Fr 7:30p-8:00p	5000 \$2,400	Oct03-Oct05	:30	3			✓	✓	✓		
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JEOPARDY

Mo-Tu 7:30p-8:00p	5000 \$2,400	Oct08-Oct09	:30	2	✓	✓					
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ABC7 NWS AT 11

We-Fr 11:00p-11:30p	3 \$3,600	✓ Oct03-Oct05	:30	3			✓	✓	✓		
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ABC7 NWS AT 11

Mo-Tu 11:00p-11:30p	3 \$3,600	✓ Oct08-Oct09	:30	2	✓	✓					
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ABC-NITELINE

Mo-Tu 11:30p-12:00a	\$1,000	✓ Oct08-Oct09	:30	2	✓	✓					
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ABC-NITELINE

We-Fr 11:30p-12:00a	\$1,000	✓ Oct03-Oct05	:30	3			✓	✓	✓		
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DANCING WITH THE STARS

Mon 8:00p-10:00p	15000 \$8,000	Oct08-Oct08	:30	1	✓						
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CASTLE-ABC

Mon 10:00p-11:00p	10000 \$5,500	Oct08-Oct08	:30	1	✓						
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Stephanie Kincaid - 10/2/12 12:10 PM

Broadcast Order/Confirmation

Washington DC (HAGRSTWN)(B&C) - CNOGJL Nielsen

WJLA-ABC

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
DANCING - RESULTS											
Tue 9:00p-10:00p	\$8,500 ✓	Oct09-Oct09	:30	1	-	1	-	-	-	-	-
PRIVATE PRACTICE											
Tue 10:00p-11:00p	\$7,000 ✓	Oct09-Oct09	:30	1	-	1	-	-	-	-	-
DEBATE											
Wed 9:00p-11:00p	\$4,500 ✓	Oct03-Oct03	:30	1	-	-	1	-	-	-	-
GREY'S ANATOMY											
Thu 9:00p-10:00p	20,000 ✓ \$10,000	Oct04-Oct04	:30	1	-	-	-	1	-	-	-
SCANDAL											
Thu 10:00p-11:00p	15,000 ✓ \$70,000	Oct04-Oct04	:30	1	-	-	-	1	-	-	-
SHARK TANK											
Fri 8:00p-9:00p	✓ \$2,000	Oct05-Oct05	:30	1	-	-	-	-	1	-	-
PRIMETIME											
Fri 9:00p-10:00p	✓ \$2,400	Oct05-Oct05	:30	1	-	-	-	-	1	-	-
20/20-FRI-ABC											
Fri 10:00p-11:00p	✓ \$5,000	Oct05-Oct05	:30	1	-	-	-	-	1	-	-
GD MRN-SAT-ABC											
Sat 7:00a-8:00a	600 ✓ \$250	Oct06-Oct06	:30	2	-	-	-	-	-	2	-
NEWS											
Sat 12:00p-1:00p	\$500 ✓	Oct06-Oct06	:30	2	-	-	-	-	-	2	-
ABC CLG FTBL L											
Sat 3:30p-7:15p	\$2,500 ✓	Oct06-Oct06	:30	1-2	-	-	-	-	-	1	-
WHEEL-FORTNE W											
Sat 7:00p-7:30p	1000 ✓ \$500	Oct06-Oct06	:30	1-2	-	-	-	-	-	1	-
JEOPARDY-WKND											
Sat 7:30p-8:00p	1500 ✓ \$750	Oct06-Oct06	:30	1-2	-	-	-	-	-	1	-
SATURDAY NIGHT FOOTBALL											
Sat 8:00p-11:30p	\$2,400 ✓	Oct06-Oct06	:30	1-2	-	-	-	-	-	1	-
ABC7NW AT11 L											
Sat 11:30p-12:00a	✓ \$500 4	Oct06-Oct06	:30	1	-	-	-	-	-	1	-
CASTLE											
Sat 12:00a-1:00a	✓ \$225	Oct06-Oct06	:30	1	-	-	-	-	-	1	-
GD MRN-SUN-ABC											
Sun 8:00a-9:00a	✓ \$600 3	Oct07-Oct07	:30	2	-	-	-	-	-	-	2
INSIDE WASHINGTON											
Sun 9:00a-9:30a	✓ \$1,000 4	Oct07-Oct07	:30	2	-	-	-	-	-	-	2
THIS WEEK-ABC											
Sun 10:00a-11:00a	✓ \$14,000 4	Oct07-Oct07	:30	1	-	-	-	-	-	-	1
ABC7 NW AT 630											
Sun 6:00p-6:30p	200 ✓ \$1,000	Oct07-Oct07	:30	1-2	-	-	-	-	-	-	1

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WJLA-ABC

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
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NEWS

Sun 6:30p-7:00p	\$800 ✓	Oct07-Oct07	:30	2	--	--	--	--	--	--	2
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ONCE UPON A TIME

Sun 7:00p-8:00p	15000 ✓ \$6,000	Oct07-Oct07	:30	1	2	--	--	--	--	--	1
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REVENGE

Sun 9:00p-10:00p	\$8,000 ✓	Oct07-Oct07	:30	1	2	--	--	--	--	--	1
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WJLA Totals \$312,725

127
115

Monthly Oct 2012
Gross Cost \$312,725.00

Schedule must run as ordered on the days specified. Buyer will request a refund for spots run on days not specified on the order. All makegoods must be approved in advance.

~~ADDITIONAL \$ Needed
To clear as is =
\$50,200 gross~~

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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Stephanie Kincaid - 10/2/12 12:10 PM

Broadcast Order/Confirmation

Washington DC (HAGRSTWN)(B&C) - CNOCJL Nielsen

Buyer Stephanie Kincaid
Client RNC-Romney

Order Number 483
Campaign Oct 3-9-RNC/Romney
Flight Flight 1 10/03/12-10/09/12

Station WJLA
Address

Agency American Rambler Productio
Address

WJLA-ABC

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
GOOD-WASH 600A Mo-Tu 6:00a-7:00a	\$600	Oct08-Oct09	:30	2	1	1	--	--	--	--	--
GOOD-WASH 600A We-Fr 6:00a-7:00a	\$600	Oct03-Oct05	:30	3	--	--	1	1	1	--	--
GD MRN AMR-ABC Mo-Tu 7:00a-9:00a	\$700	Oct08-Oct09	:30	4	2	2	--	--	--	--	--
GD MRN AMR-ABC We-Fr 7:00a-9:00a	\$700	Oct03-Oct05	:30	6	--	--	2	2	2	--	--
REGIS&KELLY Mo-Tu 9:00a-10:00a	\$1,000	Oct08-Oct09	:30	2	1	1	--	--	--	--	--
REGIS&KELLY We-Fr 9:00a-10:00a	\$1,000	Oct03-Oct05	:30	3	--	--	1	1	1	--	--
RACHAEL RAY We-Fr 10:00a-11:00a	\$400	Oct03-Oct05	:30	3	--	--	1	1	1	--	--
RACHAEL RAY Mo-Tu 10:00a-11:00a	\$400	Oct08-Oct09	:30	2	1	1	--	--	--	--	--
VIEW-ABC We-Fr 11:00a-12:00p	\$2,500	Oct03-Oct05	:30	3	--	--	1	1	1	--	--
VIEW-ABC Mo-Tu 11:00a-12:00p	\$2,500	Oct08-Oct09	:30	2	1	1	--	--	--	--	--
ABC7 NWS AT 12 We-Fr 12:00p-12:30p	\$1,000	Oct03-Oct05	:30	3	--	--	1	1	1	--	--
ABC7 NWS AT 12 Mo-Tu 12:00p-12:30p	\$1,000	Oct08-Oct09	:30	2	1	1	--	--	--	--	--
THE CHEW Mo-Tu 1:00p-2:00p	\$1,000	Oct08-Oct09	:30	2	1	1	--	--	--	--	--
THE CHEW We-Fr 1:00p-2:00p	\$1,000	Oct03-Oct05	:30	3	--	--	1	1	1	--	--

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Stephanie Kincaid - 10/2/12 12:10 PM

Washington DC (HAGRSTWN)(B&C) - CNOCL Nielsen

WJLA-ABC

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
GENERAL HOSPITAL Mo-Tu 2:00p- 3:00p	\$1,000	Oct08-Oct09	:30	2	1	1	--	--	--	--	--
GENERAL HOSPITAL We-Fr 2:00p- 3:00p	\$1,000	Oct03-Oct05	:30	3	--	--	1	1	1	--	--
ANDERSON LIVE We-Fr 3:00p- 4:00p	\$800	Oct03-Oct05	:30	3	--	--	1	1	1	--	--
ANDERSON LIVE Mo-Tu 3:00p- 4:00p	\$800	Oct08-Oct09	:30	2	1	1	--	--	--	--	--
KATIE Mo-Tu 4:00p- 5:00p	\$1,200	Oct08-Oct09	:30	2	1	1	--	--	--	--	--
KATIE We-Fr 4:00p- 5:00p	\$1,200	Oct03-Oct05	:30	3	--	--	1	1	1	--	--
ABC7 NWS AT 5 Mo-Tu 5:00p- 6:00p	\$2,000	Oct08-Oct09	:30	2	1	1	--	--	--	--	--
ABC7 NWS AT 5 We-Fr 5:00p- 6:00p	\$2,000	Oct03-Oct05	:30	3	--	--	1	1	1	--	--
ABC7 NWS AT 6 We-Fr 6:00p- 6:30p	\$1,600	Oct03-Oct05	:30	6	--	--	2	2	2	--	--
ABC7 NWS AT 6 Mo-Tu 6:00p- 6:30p	\$1,600	Oct08-Oct09	:30	4	2	2	--	--	--	--	--
WHEEL-FORTNE Mo-Tu 7:00p- 7:30p	\$2,200	Oct08-Oct09	:30	2	1	1	--	--	--	--	--
WHEEL-FORTNE We-Fr 7:00p- 7:30p	\$2,200	Oct03-Oct05	:30	3	--	--	1	1	1	--	--
JEOPARDY We-Fr 7:30p- 8:00p	\$2,400	Oct03-Oct05	:30	3	--	--	1	1	1	--	--
JEOPARDY Mo-Tu 7:30p- 8:00p	\$2,400	Oct08-Oct09	:30	2	1	1	--	--	--	--	--
ABC7 NWS AT 11 We-Fr 11:00p-11:30p	\$3,600	Oct03-Oct05	:30	3	--	--	1	1	1	--	--
ABC7 NWS AT 11 Mo-Tu 11:00p-11:30p	\$3,600	Oct08-Oct09	:30	2	1	1	--	--	--	--	--
ABC-NITELINE Mo-Tu 11:30p-12:00a	\$1,000	Oct08-Oct09	:30	2	1	1	--	--	--	--	--
ABC-NITELINE We-Fr 11:30p-12:00a	\$1,000	Oct03-Oct05	:30	3	--	--	1	1	1	--	--
DANCING WITH THE STARS Mon 8:00p-10:00p	\$8,000	Oct08-Oct08	:30	1	1	--	--	--	--	--	--
CASTLE-ABC Mon 10:00p-11:00p	\$5,500	Oct08-Oct08	:30	1	1	--	--	--	--	--	--

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Stephanie Kincaid - 10/2/12 12:10 PM

Washington DC (HAGRSTWN)(B&C) - CNOCJL Nielsen

WJLA-ABC

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
DANCING - RESULTS											
Tue 9:00p-10:00p	\$8,500	Oct09-Oct09	:30	1	-	1	-	-	-	-	-
PRIVATE PRACTICE											
Tue 10:00p-11:00p	\$7,000	Oct09-Oct09	:30	1	-	1	-	-	-	-	-
DEBATE											
Wed 9:00p-11:00p	\$4,500	Oct03-Oct03	:30	1	-	-	1	-	-	-	-
GREY'S ANATOMY											
Thu 9:00p-10:00p	\$10,000	Oct04-Oct04	:30	1	-	-	-	1	-	-	-
SCANDAL											
Thu 10:00p-11:00p	\$70,000	Oct04-Oct04	:30	1	-	-	-	1	-	-	-
SHARK TANK											
Fri 8:00p-9:00p	\$2,000	Oct05-Oct05	:30	1	-	-	-	-	1	-	-
PRIMETIME											
Fri 9:00p-10:00p	\$2,400	Oct05-Oct05	:30	1	-	-	-	-	1	-	-
20/20-FRI-ABC											
Fri 10:00p-11:00p	\$5,000	Oct05-Oct05	:30	1	-	-	-	-	1	-	-
GD MRN-SAT-ABC											
Sat 7:00a-8:00a	\$250	Oct06-Oct06	:30	2	-	-	-	-	-	2	-
NEWS											
Sat 12:00p-1:00p	\$500	Oct06-Oct06	:30	2	-	-	-	-	-	2	-
ABC CLG FTBL L											
Sat 3:30p-7:15p	\$2,500	Oct06-Oct06	:30	2	-	-	-	-	-	2	-
WHEEL-FORTNE W											
Sat 7:00p-7:30p	\$500	Oct06-Oct06	:30	2	-	-	-	-	-	2	-
JEOPARDY-WKND											
Sat 7:30p-8:00p	\$750	Oct06-Oct06	:30	2	-	-	-	-	-	2	-
SATURDAY NIGHT FOOTBALL											
Sat 8:00p-11:30p	\$2,400	Oct06-Oct06	:30	2	-	-	-	-	-	2	-
ABC7NW AT11 L											
Sat 11:30p-12:00a	\$500	Oct06-Oct06	:30	1	-	-	-	-	-	1	-
CASTLE											
Sat 12:00a-1:00a	\$225	Oct06-Oct06	:30	1	-	-	-	-	-	1	-
GD MRN-SUN-ABC											
Sun 8:00a-9:00a	\$600	Oct07-Oct07	:30	2	-	-	-	-	-	-	2
INSIDE WASHINGTON											
Sun 9:00a-9:30a	\$1,000	Oct07-Oct07	:30	2	-	-	-	-	-	-	2
THIS WEEK-ABC											
Sun 10:00a-11:00a	\$14,000	Oct07-Oct07	:30	1	-	-	-	-	-	-	1
ABC7 NW AT 630											
Sun 6:00p-6:30p	\$1,000	Oct07-Oct07	:30	2	-	-	-	-	-	-	2

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Broadcast Order/Confirmation

Stephanie Kincaid - 10/2/12 12:10 PM

Washington DC (HAGRSTWN)(B&C) - CNO CJL Nielsen

WJLA-ABC

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
NEWS											
Sun 6:30p-7:00p	\$800	Oct07-Oct07	:30	2	--	--	--	--	--	--	2
ONCE UPON A TIME											
Sun 7:00p-8:00p	\$6,000	Oct07-Oct07	:30	2	--	--	--	--	--	--	2
REVENGE											
Sun 9:00p-10:00p	\$8,000	Oct07-Oct07	:30	2	--	--	--	--	--	--	2

WJLA Totals	\$312,725	127
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Monthly	Oct 2012
Gross Cost	\$312,725.00

Schedule must run as ordered on the days specified. Buyer will request a refund for spots run on days not specified on the order. All makegoods must be approved in advance.

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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